

# The Most Profitable Hour

How Spending More Time on **Pricing** Can Help Your Business through the Chaos of Large Cost Increases, Supply Chain Disruption, and the War for Talent



**KEYNOTE SPEAKER:**  
**CASEY BROWN - PRESIDENT**  
**BOOST PROFITS**

In the face of unprecedented supply chain disruptions, market commotion, and cost increases, President of Boost Profits Casey Brown will share a unique perspective: creating an effective, segmented pricing strategy is only half the battle. The other, often ignored half is equipping the salespeople in the organization to execute on price actions.

- Does your price increase strategy focus relentlessly on value, or do you exclusively scapegoat cost increases?
- Is the sales team equipped with effective price increase messaging to convey and defend higher pricing?
- Are you taking steps to calm sales team panic about price increases with current market chaos and upheaval, especially given the risks to sales talent retention?

Join us to ensure price increase execution and success.

**FOR CEOs & BUSINESS OWNERS**

**WHEN:**

**Thursday, Feb. 3rd, 2022**  
**from 12:30 - 5:30 PM**

12:30 - 1:30 PM Registration  
1:30 - 1:40 PM Opening Remarks  
1:40 - 3:40 PM Casey Brown  
3:40 - 4:00 PM Q&A/Wrap Up  
4:00 - 5:30 PM Complimentary  
Hors d' oeuvres & Happy Hour Social

**LOCATION:**

Sheraton Minneapolis West  
12201 Ridgedale Drive  
Minnetonka, MN 55305

**REGISTRATION:**

Advanced registration and payment required at [alliedexecutives.com](http://alliedexecutives.com)  
Allied Executives Members - FREE  
Non-members - \$65